

uAdventure, LLC Travel

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Prospecting

for
Personal Travel

Before you begin prospecting for new clients, answer the following questions:

1. What is/are your specialty(s)?

- a. _____
- b. _____
- c. _____

2. What are your selling points?

- a. _____
- b. _____
- c. _____

Prospecting...

The most important thing you can do in sales is set aside time everyday to put yourself in front of new clients. If you can set aside 2 -3 hours of your day to identify new clients and call and email or message or connect with them personally, you will be successful. If you don't get in front of new clients every day, your pipeline dies.

1. Build Lead Lists (this is the #1 tool and most important part of organizing your clients).
 - a. Learn about and USE Hubspot CRM to organize your clients so you do not forget to follow-up.
 - b. You can upload excel spreadsheets and contact lists in CRV formats, such as Google contacts, membership lists, FB, Instagram, LI & other social media contacts. Everyone you meet or connect with travels.

Ideas for reaching new clients...

1. Create an on-line presence for your travel business. Create a Facebook page, Linked-In page Google my Business, and Instagram. Invite all of your friends. Post specials on your business and personal pages frequently. Keep everyone aware of what you do.
2. Join Facebook, Linked-In, Yahoo groups. Many groups have 10s of thousands of members interested in travel. Local groups are good for posting travel deals as well.
3. Join Community Groups, business associations, breakfast groups, 1 million cups, Chamber of Commerce, meetup groups, your church, clubs, etc...
4. Contact Alumni Associations and banks for helping them plan group travel. Target businesses with outside sales departments and see if you can get them as a client booking hotels and travel for their sales people.
5. Run travel special ads in FREE online classifieds, Craigslist and Facebook Marketplace, etc.
6. Sell to your family and friends. They will all travel at some point.
7. Ask for referrals Develop a referral request form for print, email or texts that you can send out to friends and former clients and ask them for a referral.
8. Write a press release about newsworthy travel and send it in to tv, radio and newspapers by email. Every time there's a travel related event, someone is calling trying to get input from a travel agent.
9. Write an interesting blog or travel column for a travel publisher and share it through social media. Many linked-in users have developed followings into the 100s of thousands by writing a daily blog. Write about something happening in a travel destination that people can relate to.
10. Create amazing email templates to send out to prospects, but don't forget to call them. You will need to develop a personal trust based relationship with your clients if you expect to sell them your products.

Paid advertising opportunities...

11. Get a booth space and engage in community events, fairs, expos, bridal shows, etc...
12. Buy a mailing list/emailing list of people who travel, newlyweds, businesses, etc...
13. Set up a special event with a charity that will showcase your travel product and donate a percentage of each sale.

Twitter

1. Use the advanced search function on Twitter to search people who are needing travel. Learn about the types of travel people talk about...
 - a. "flights to Europe are expensive..."
 - b. "I just tried to book a hotel in..."

Facebook

1. Create a post for an all-inclusive honeymoon deal, boost it and target people with the status "engaged". You'll have people liking and commenting on your post in no time.
2. Create a post about other types of travel (be specific), and then target it to people with an interest in that type of travel. European travel, travel to China, etc...

Instagram

1. People who travel post pictures of their travels. You can just check out pictures and find people who travel and connect with them.

Develop your personal brand...

1. Learn your product! Be knowledgeable when you talk to people. They expect you to be the expert.
2. Create a video introduction of yourself so people can see who you are.
3. Keep everyone aware of what you do. Remind them daily...
4. Follow-up, Follow-up, Follow-up. Even if you think you've lost a client, Follow-up. Never give up on a client until they tell you you've lost the sale. We have many clients, we thought we had lost, come back months later and say, "now I'm ready to book!"

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****all prices subject to change and availability***





AUTHORIZED TRAVEL PROFESSIONAL



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- South East Asia
- Italy
- Japan
- China
- Thailand
- Family Vacations
- Seven Wonders
- Caribbean Cruises
- Alaska Cruises
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- US Virgin Islands
- Theme Vacations
- Martinique
- St. Lucia
- African Safaris



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uAdventure Travel is the premiere travel agency for University Study Away, Group Travel, Corporate Travel, Destination Weddings, Honeymoons & Vacation Planning.



Fully Insured

